DORAL

- June Pack Outlet Promotion - Buy 1 pack get 1 free with name generation insert.
  - Same information as DORAL April B1G1F except VAP ship date to retail is week of ***June 15, 1998.***
- June CTS Outlet Pack Promotion - Buy 4 packs get 1 pack free with name generation insert.
  - VAP ship date to retail week of ***June 15, 1998.***
  - Promotion targeted for Retail Partners.
  - Designed to:
    - ➡ Ensure franchise retention during heavy competitive promotion activity
    - ➡ Generate names for DORAL & Co.
  - Utilize special 30-carton display with riser card.
- June CTS Outlet Carton Promotion - Buy 8 packs get 2 packs free with name generation insert.
  - VAP ship date to retail week of ***June 15, 1998.***
  - Promotion targeted for Retail Partners.
  - Designed to:
    - ➡ Ensure franchise retention during heavy competitive promotion activity

VERY IMPORTANT! Promotion designed to be placed in 5-pack DORAL floor base utilized in March 1998. Every effort should be used to reuse this impactful display. In addition, a POS kit will be available that announces the B8G2F promotion and will include new 5-pack floor base display header cards to be used on existing floor base displays at retail.

- June - Supermarket Quarter End Buydown
  - During the month of June you are authorized to execute a carton and pack buydown in supermarkets.
  - Promotion is targeted for Retail partners and designed to ensure franchise retention at times of increased competitive activity.
  - Buydown value during June should be determined by prevailing discount values within the retailers trading area, e.g., $2.00, $2.50, $3.00 etc. Buydown should not exceed maximum ceiling discount values.
  - This is a "planned" promotion period, therefore, an active trigger (GPC, Basic or Marlboro discounting) does not need to be present.
  - Once the one month buydown ends, follow DORAL ceiling strategy guidelines.
  - Utilize DORAL 2 pack discount cards when executing pack portion of the promotion and place in promotional toppers.
  - Wherever possible secure temporary floor displays to execute carton buydown.
  - In cases where you cannot secure temporary floor displays it is "critical" to ensure highly visible price communication, whether self service or non-self service.

51861 1638

Revised: 2/9/98